FINAL REPORT

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SASK PORK DELIVERY OF CANADA PORK COUNCIL'S CQA PROGRAM (QUALITY ASSURANCE)

March 2003
Funded by the Agri-Food Innovation Fund

Prepared by: Sask Pork

Canada

Saskatchewan

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Final Report

Sask Pork Delivery of Canada Pork Council's CQA® Programme

Project 9800126

March 31, 2003

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SUMMARY

The CQA® Program is an on farm food safety program that is based on an internationally-recognized, scientifically-based method to ensure food safety, used in food processing plants aimed at reducing food safety risks.

The objective for the funding of the programme was to:

1. Facilitate producer enrollment by purchasing the manual and supplemental material;
2. Provide a partial reimbursement for first validation costs.

While the project did not see as many producers validated as originally envisioned, 80% of Saskatchewan's hog production is now quality assured. This will continue to provide our producers greater access to international markets that demand validation.

TECHNICAL REPORT

Background and Objectives

The Canadian Quality Assurance Programme (CQA®) is a national programme developed and administered by the Canadian Pork Council (CPC) and has been delivered to Saskatchewan hog producers since 1998.

The CQA® Program is an on farm food safety program that is based on the HACCP – Hazard Analysis Critical Control Point – system. HAACP is an internationally-recognized, scientifically-based method to ensure food safety, used in food processing plants aimed at reducing food safety risks at critical points in the production process. Similarly, the CQA® Program is aimed at reducing the risk of food safety hazards at the farm level and assures customers that the pork produced in Canada is safe, wholesome and the best product possible. The CQA® Program is the pork industry's commitment to working to a single, uniform and measurable standard of food safety.

The delivery of the programme to Saskatchewan producers has been supported by the Agri-Food Innovation Fund (AFIF). The objective for the funding of the programme was to:

1. Facilitate producer enrollment through the initial purchase of a Good Production Practices Manual and supplemental material (medication chart, injection site chart and 2 pocket note books);
2. Provide a partial reimbursement for the actual first validation costs.

Project Activities, Achievements and Papers Written

Over the course of the project, the following activities have been engaged:

- Public producer meetings to outline the new programme;
- Individual producer meetings to assist in the completion of the forms;
- Consultation with producers to develop farm specific standard operating procedures;
- Participation on the national Technical Working Group to continue programme development, to ensure it is producer friendly, relevant and also meets the requirements for food safety.

Results and Conclusions/ Information on Performance Indicators

Launched in 1998, the CQA® Program has enjoyed a steady increase in participants. Specifically:

- 94% of Saskatchewan production have enrolled in the program since its inception;
- A total of 664 production units, which represents 842 producers have entered the programme;

- In 2002, the first participants to undergo a validation or audit of their farms were recognized for their third year of participation in the CQA® Program.
- 80% of all hog production in the province of Saskatchewan currently is recognized as Quality Assured.

When the programme was originally launched there was optimism that 700 producers would become recognized as CQA® producers by the original completion date of February 1, 2000. There were two components to this optimism. First, a number of producers identified marketing value through recognition in the CQA® programme. Second, the meat processing and packing industry was considering requiring producers to have the recognition. A number of producers did in fact engage in the programme given its direct value (Please reference the enclosed Big Sky Farms brochure.) Unfortunately, packer pressure waned and no requirement for validation came forth. In addition, in the fall of 1998, the industry experienced one of the worst price crashes in history that resulted in some 500 producers exiting the market.

While the foregoing appears negative, the fact is the overall outcome of the project has been very positive. In 2001, 45 percent of Canada's hog production was exported. Our success abroad is built on our reputation as producers of high quality pork and pork products. Customers the world over have become more focused on food safety and quality issues, and the marketplace demands constant improvement. Further, some international markets such as Korea may actually open up to Canadian producers as a HACCP based validation programme is becoming a requirement. Saskatchewan has remained competitive in the international market place and will continue to have export access based on the assurance CAQ® provides.

Indications for Further Development

Over the term of the project, the CQA® programme has continued to evolve, meeting the needs of the market. Producers have evolved with it.

At this point in time, the Canadian Pork Council is considering adding an auditable animal welfare component to its national 'on farm' food safety program. The intent is to develop a system for evaluating animal welfare standards which would utilize the Canadian Quality Assurance structure for auditing food safety but which would remain distinct and separate.

COMMUNICATIONS EFFORTS

Sask Pork has been pleased to acknowledge the contribution of AFIF through various mechanisms including:

- Sask Pork's monthly newsletter;
- information distributed at industry evens such as Pork Expo and Pork Symposium;
- industry and consumer campaigns;
- information sessions as producer meeting.

ADDITIONAL ITEMS

The AFIF Reporting outline requests information be provided on personnel, equipment and project photos. Please note the following:

1. Personnel – Sask Pork has had staff engaged to deliver the CQA® project. Initially, funding was provided through Canadian Adaptation and Rural Development Saskatchewan (CARDS) to engage one full-time position. Since that time, Pork industry check-off has funded the position. No AFIF funds were used for staffing costs.

2. Equipment – The nature of the project did not require any equipment purchases.

3. Project photos – The nature of the project did not lend itself to photography.

sask PORK

January 2003

FORUM

INFORMATION FO
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FACS Conference Brings Home Animal Welfare Message

Farm Animal Council of Saskatchewan (FACS) held their annual conference January 10. Speakers included: Dr. Rebecca Cooper, Director of Technical Training for Excel Corporation; Mr. Jim Reeves President of the U.S. Beef Breeds Council; Dr. Anna Johnson, Director of Animal Welfare for the National Pork Board; and Ms. Toby Oswald, Vice President of Public Relations and Government Affairs for Canada Safeway. This conference was a real eye-opener for anyone who thought Canada had little to worry about in the area of animal welfare.

Speakers covered a range of issues from what processors are doing in response to animal welfare, to how the industry addresses the public's concerns and what role the buyer (i.e. Canada Safeway) plays in animal welfare issues. One of the most insightful presentations was Ms. Toby Oswald of Canada Safeway. She described the pressure on the company from animal rights groups such as PETA and how Safeway is responding. As with other large corporations, like Burger King or McDonald's, Canada Safeway has been consulting with an animal welfare committee to determine welfare criteria for suppliers. The committee which includes welfare scientists, producers, veterinarians, and other stakeholders, was struck to provide a balanced response to the welfare question.

Unfortunately, Canada Safeway feels the committee is moving too slowly to satisfy their needs, and with the help of a welfare consultant, may begin to develop their own standards. Producers should be concerned that individuals unconnected to the farm may be making decisions about best agricultural practices. This may leave producers struggling with new regulations, as in Great Britain, or unable to continue in the business they are passionate about, as has happened in Florida. The take-home message from the conference was that Canadian farmers have options. It's time to look at what we, the producer can do to address the public's animal welfare concerns.

In Saskatchewan, the Prairie Swine Centre has been working to develop a cost effective, manageable system for group housing of sows. The Canadian Pork Council has struck a committee to develop auditable welfare standards based on best practices. Working together we can develop acceptable animal welfare standards before someone else does it for us.

If you would like more information or want to share your ideas on animal welfare please contact FACS at (306) 249-3227 or visit www.facs.sk.ca

March 31 Deadline for Submission of First Validation Receipts!

Since the commencement of the CQA® programme in 1998 Sask Pork has been able to offer funding assistance for first time validations. Through the Agri-Food Innovation Fund AFIF, 1/3 of the validation cost up to $100, was reimbursed to producers. Sask Pork has matched this funding resulting in 2/3 reimbursement up to $200. Unfortunately, AFIF is concluding as a programme.

We are now asking producers to submit any outstanding first validation receipts to Sask Pork before March 31, 2003 to be eligible for the reimbursement. Any receipts received after that date cannot be processed.

HEALTH CANADA ANNOUNCES NUTRITION LABELLING REGULATIONS - EFFECTIVE JANUARY 1, 2003 -

Effective January 1, 2003, Health Canada implemented new regulations requiring most food labels to carry a mandatory *Nutrition Facts* listing. This will apply to all ground meats, including ground pork, processed meats and any meat with added ingredients, such as moisture-enhanced or seasoned pork. Over 75% of pork product sold in retail stores will bear Nutrition Facts which lists Calories and 13 key nutrients.

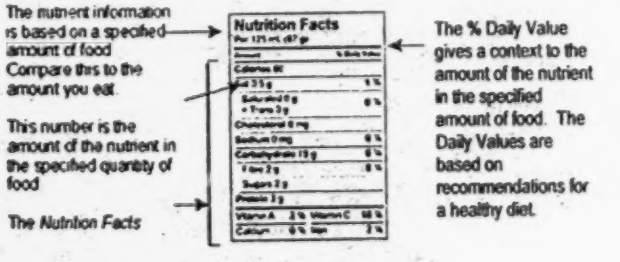
At present, raw single ingredient meat, poultry, seafood as well as fresh fruit and vegetables and raw single ingredient meat and poultry that are not ground are exempt from the mandatory labeling requirement.

The pork industry supports the provision of nutrition information to Canadian consumers. Pork is an important source of nutrients such as protein, iron, zinc and B vitamins. Plus, many pork cuts qualify for the government definition of lean: no more than 10% fat.

Under the new regulations, producers of prepackaged foods will have to declare the number of Calories and the amount of fat, saturated and *trans* fats, cholesterol, sodium, carbohydrate, fiber, sugars, protein, vitamins A and C, calcium and iron in a specified amount of food.

Criteria for nutrient content claims have been updated to better meet consumer health needs. Diet-related health claims pertaining to reducing the risk of heart disease, cancer, osteoporosis and high blood pressure will be allowed for the first time in Canada.

The *Nutrition Facts* table will usually appear in a standard format as follows:


The nutrient information is based on a specified amount of food
Compare this to the amount you eat.
This number is the amount of the nutrient in the specified quantity of food
The Nutrition Facts
Nutrition Facts
The % Daily Value gives a context to the amount of the nutrient in the specified amount of food. The Daily Values are based on recommendations for a healthy diet.

Source: Health Canada / Canada Pork, Nutrition

For more information on nutrition labeling and claims or to obtain a copy of *Canada's Food Guide to Healthy Eating* call 1 800 O-Canada (1 800 622-6232) TTY/TDD 1 800 465-7735 or by visiting www.healthcanada.ca/nutritionlabelling

EMPLOYMENT REFERRALS

Sask Pork has [illegible] seeking employment opportunities in the hog industry. [illegible]

COUNTRY OF ORIGIN LABELING

As many of you are aware, there are a number of important policy and legislative changes pending that have potential significant implications to western Canadian hog production. One of the most critical issues that Sask Pork has been tracking and is actively involved with, is the US Country of Origin Legislation.

Country of Origin Legislation (COOL) passed as part of the 2002 US Farm Bill, requires the mandatory labeling of beef, pork, fish, perishable agricultural commodities and peanuts at all US retail outlets by September 30, 2004. Exclusions to the country of origin labeling requirements are meat products sold as a covered commodity and as an "ingredient " in processed food. Interestingly, chicken is not included in the county of origin legislation.

Under the COOL legislation, all fresh meat products, including those grown in the US will have to exhibit a label describing the origin of that product. For US producers this means an auditable record trail back to the farm or origin, and for meat not born in the US, a label indicating the country of origin of the meat. Given the label requirements, tracing meat could be very complex and expensive and at issue is whether current trade practices between Canada and the US will continue in its present form.

While COOL legislation is 18 months away from becoming mandated law, voluntary COOL guidelines have been published and the US retail and processing industries are beginning to develop plans to implement the legislation. As expected, protests from Canada, Europe, Mexico and many others have been made loud and clear in Washington. US Retailers, Packers, farm organizations and many producers have also expressed their concerns about the cost of the legislation, which in the US alone has been estimated to cost approximately $2 billion in the first year. External protests have not had any success in changing the legislation to date and since the legislation is reportedly designed to be protectionist, non-tariff legislation, outside pressure, without court intervention, will be difficult.

In an effort to inform US producers and the meat trade about the negative consequences of this legislation to their industry the Canadian Pork Council has struck a committee, on which Sask Pork participates, to develop a strategy to lobby against the pending legislation from within the US. As well, the George Morris Centre has been commissioned to conduct an economic analysis of the financial and production damage to the US pork industry should the legislation become law.

Review of Sask Pork's Strategic Plan

In August 2001, Sask Pork launched its current strategic plan. While this plan continues through 2004, it is important to review how far we have come, where we are at, and where we are going during this time frame.

The first step in Sask Pork's evaluation of its direction and effectiveness was to invite members of all committees and organizational representatives, the Board of Directors, staff and senior officials with Saskatchewan Agriculture and Food and Rural Revitalization (SAFRR) to participate in a one-day planning and review workshop.

The workshop provided the opportunity to review our current vision, mission, goals and budget and to assess the effectiveness of current programming and producer services. Participants provided input that will guide the organization in assessing future direction. Some of the activity areas producers and industry identified as high priority were:

- Pooling of resources with other provincial organizations
- Continue the ongoing commitment to the funding of research projects
- Lead the development of a coordinated communications strategy involving industry stakeholders (suppliers, processors, lenders, government, etc.)
- Enhance public and media relations becoming one strong industry voice
- Increase policy development and communication
- Work more closely with governments, packers and retailers
- Engage in activities to promote greater interest of youth in the pork industry

The next phase will be to review and reflect on the information provided by our producers and stakeholders and integrate it into the plan, refocusing emphasis in some activity areas and decreasing emphasis in others. Benchmarks for initiatives will be established and progress on initiatives will be communicated to producers.

What do YOU think about Antimicrobial Use in Livestock?

Health Canada is seeking stakeholder input on its response to recommendations by the Advisory Committee on Animal Uses of Antimicrobials and Impact on Resistance and Human Health. The Federally appointed advisory committee presented 38 recommendations for addressing concerns related to the risk of antimicrobial resistance resulting from use with livestock. Veterinary Drugs Directorate Director General Diane Kirkpatrick says Health Canada is impressed with the report and the science supporting its recommendations. She says steps have already been taken to implement some recommendations, such as the development of a national surveillance system to track antimicrobial use and resistance, but other recommendations will require further consultation.

The advisory committee's report and Health Canada's official response to it can be accessed through the Veterinary Drugs Directorate website: http://www.hc-sc.gc.ca/vetdrugs-medsvet/amr/e_policy_dev.html To comment, send an email to: amr_ram@hc-sc.gc.ca. before February 15, 2003. Source: Farmscape

Care of Pigs in Transit - Cold Weather -

Transporting livestock in winter months requires taking extra precautions to ensure the welfare of our animals is maintained.

"Pigs have very little natural protection from the cold and suffer frostbite quickly. The cold temperatures and wind chill can be a deadly combination. Even on a relatively mild winter day, exposed pigs moving in a truck at 80 km/h (50 mph) with the temperature at 4°C (40°F) are exposed to a wind chill of –13°C (8°F). A head wind or cross wind makes the wind chill effect even greater."

The prairies are subject to wide variations in weather conditions and temperature generally without much notice. Producers must ensure that animals are transported by qualified truckers knowledgeable about the care and handling of livestock during cold temperatures. Transporters must be able to recognize signs of stress in animals brought on by cold temperatures and wind chill. Equally important is the individual's knowledge of the care and handling of any stressed, sick or injured animals while in transit.

To request a copy of the Recommended Code of Practice for the Care and Handling of Farm Animals: Pigs, please call Sask Pork at 244-7752. For more information on transport codes visit the Canadian Agri-Food Research Council website at www.care-crac.ca .

WHAT'S COOKING...

For more recipes visit our website at www.saskpork.com or for a copy of the winter 2002 recipe series call (306) 244-7752

Italian Pork Roast

with Roasted Potato Wedges

2 lb	BONELESS PORK LOIN ROAST	1 kg
3 Tbsp	Italian seasoning	45 mL
4	medium potatoes, in wedges	4
1/4 cup	bottled low fat Italian salad dressing	50 mL

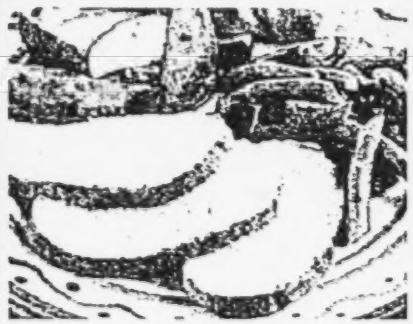
Coat outside surfaces of roast with Italian seasoning. Place in a shallow pan. Place potato wedges and Italian dressing in a plastic bag. Seal bag and toss to coat wedges. Arrange potato wedges around roast. Roast at 350°F (180°C) for about 1 hour or until internal temperature reaches 160°F (70°C) and potatoes are tender.

YIELD: 6 servings

Per serving: 295 calories; 31 g protein; 12 g fat; 14 g carbohydrate

DIABETIC DIET EXCHANGES

Per serving: 4 PROTEIN and 1 STARCH choices



OUTSTANDING YOUNG FARMERS PROGRAM

Nominations are now open for the Saskatchewan Region Outstanding Young Farmers Program. The program honours farmers who have achieved success and leadership in the farming industry in Saskatchewan. Any individual or organization can nominate a farmer or farm couple who are between 18 and 39 years of age and derive two thirds of their income from farming.

For a nomination form or more information contact an alumni farm couple or call Toll Free 1-866-255-5553. Program deadline for entries is April 30, 2003.

ON YOUR CALENDAR...

SASKATCHEWAN PORK EXP

February 25-26, 2003
Prairieland Park - Saskatoon, SK
Phone: 1-866-223-3314
www.saskpork.com

Stop by our booth at Pork Expo to pick-up your free gift!!

Alberta Pork Congress
March 12 - 13, 2003
Red Deer, AB
Phone: (403) 244-7821
www.albertaporkcongress.com

PSCI Focus on the Future Conference
March 25-26, 2003
Travelodge Hotel -Saskatoon, SK
Phone: (306) 373-9922
www.prairieswine.ca

9th International Symposium on Digestiv Physiology in Pigs
May 14-17, 2003
Banff, Alberta
Phone: (780) 492-3651
www.dpp2003.ca

World Pork Expo
June 5 - 7, 2003
Des Moines, Iowa
Phone: (847) 838-6772
www.worldpork.org

FOOD SAFETY RISK MANAGEMENT

The Canadian Pork Council is participating in a food safety related project on risk management with the Canadian On-Farm Food Safety Working Group. Marsh Consulting has been contracted to examine a variety of risks facing producers, producer organizations and validators, primarily in relation to the development and implementation of on-farm food safety programs. One of the elements of their work has been to examine risks facing producers, and how best to minimize those risks.

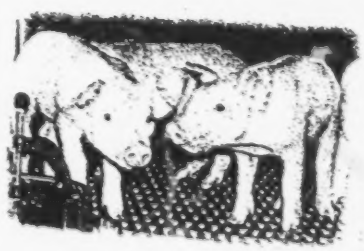
A focus-group session was held with producer representatives on the CQA® Advisory Committee and Marsh Consulting in November, to better understand the potential risks facing hog farmers. From that session, a questionnaire was developed to help "map" the risks. We are now asking producers to respond to the questionnaire. YOUR FEEDBACK IS IMPORTANT!

The questionnaire should take 15-20 minutes to complete and all responses are confidential. The questionnaire is posted on a secure web-site: https://catorsp01.marsh.ca/cgi-bin/perseus5.exe?P=/porksurvey/index.htm. However, if you would prefer to complete the questionnaire in hard copy and fax in the response, please contact Catherine Scovil, Canadian Pork Council at 613-236-9239.

CARC Canadian Agri-Food Research Council
Conseil de recherches agro-alimentaires du Canada

Recommended code of practice for the care and handling of farm animals: Pigs

Addendum
Early Weaned Pigs



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